

YOU CAN'T
DEFINE STYLE
BUT YOU
KNOW IT WHEN
YOU SEE IT.

THE FASHION EVENT OF THE YEAR Robinson's Fall Coat and Suit Show

STYLE IS TO A
WOMAN'S APPAREL
WHAT CHARM
IS TO HER
CHARACTER

Begins Saturday, October 7, Continues One Week

An event extraordinary for those who appreciate the best of art in fashions. Mr. Robinson is now in Cleveland making final arrangements with some twenty prominent manufacturers to have the best Suit and Coat models of each represented here for this event.

A VERITABLE STYLE SHOW OF FINE MILLINERY Gowns, Skirts, Waists, Petticoats, Furs

To round out the exhibit and make this an occasion of absorbing interest to every woman, Mr. Robinson will have special displays of the above lines in such variety that buyers will find selection an easy and enjoyable task.



Time Makes War on the Beautiful Woman, but the Woman of Style can Defy Him.

This style question, as to what is new and correct in the realm of fashion for the winter season will be answered authoratively in this exhibition of leading makers beginning next Saturday.

If up to the present time you have not chosen your new fall suit or coat you should not, in justice to yourself, purchase elsewhere until you have inspected this display and made careful comparison.

No Matter What Style Dress You Prefer--- We Have The Fabric Best Suited To It

There's no limit to the variety of charming styles you can create from the Fashion Book now being distributed at our Pattern Section.

The suggestions you will find for Afternoon, Street, Theatre or Party dresses are not nearly so difficult to adapt to your individual requirements as they may appear, and, if you will accept of advice and help, it will be a very simple matter to pick out a fabric style exactly suited to these same requirements.

Let our Dress Goods expert assist you. Simply tell us the character of dress you prefer. We can surely offer a correct style because

Our Showing of Dress Fabrics Is by Far the Most Complete Obtainable

The advantages of our direct-buying in connections with the Mills—are apparent to all who make this store their Dress Goods Style Headquarters. These advantages are seen in the greater assortments, the superior qualities and the greater variety of styles we are able to display.

The Styles in Wool

and Worsted Dress Goods are smart and serviceable. We have the newest novelty weaves to offer—we have all the dependable staple fabrics. See our Serges, Plaids, Worsted Corduroys, Tweeds and Broadcloths.

Prices 25c to \$6.00 per Yard

Our Silk Styles

Are unsurpassed in beauty, richness and quality—

They reflect the most up-to-date ideas without bordering upon the extreme.

For refined elegance, exceptional service, we can do no better than recommend our Special Taffetas, Plaids, Checks and Novelty Styles, also full range of plain silks.

Prices 75c to \$3.00 Per Yard.



Basement Salesroom

To give us more room for display, we have opened a large department of ready-to-wear in the basement, plenty of good help to wait on you.

It's no wonder that all our \$2 Blouses have become so tremendously popular. Strange, indeed, would it be, if this were not the result of offering such unusual values.



WOMEN of course, know values—and they're going to spend their money where it brings the greatest return. They have recognized in our \$2.00 Blouse the unquestioned superiority over usual \$2.00 Blouse—and this has made patrons of all who have seen them. These Blouses really embody in a gratifying degree—all the worth-while features of models usually selling at considerable higher prices—a result made possible because of the very economical way in which they are made and sold.

For this city we control the exclusive sale of Welworth Blouses—universally recognized as the finest of all Blouses selling at \$2.00.

New Welworth models will go on sale tomorrow.

ATHENA UNDERWEAR
FOR WOMEN AND CHILDREN

The moment you put on ATHENA Underwear you will realize that you have never before had underwear that was made to fit you. ATHENA Underwear does not wrinkle or draw at any point. You will appreciate its daintiness as well as its long wearing and comfort qualities.

Important special features possessed by ATHENA Underwear only:

- All Athena garments are made full overbust and narrow across the back.
- Cut low in front. Straps cannot slip down.
- Patent pocket-like seat stays closed and is always comfortable.
- Sloping shoulder straps are shaped to body and arm.
- Curved cut arm-hole provides snug fit under arms.
- Shoulder stay holds sleeve in place.
- Non-strain gusset insures comfort and longer wear.

All weights, sizes and fabrics at prices you have been accustomed to pay.

D. W. ROBINSON

ALMA,

MICHIGAN